

FIGURE 1

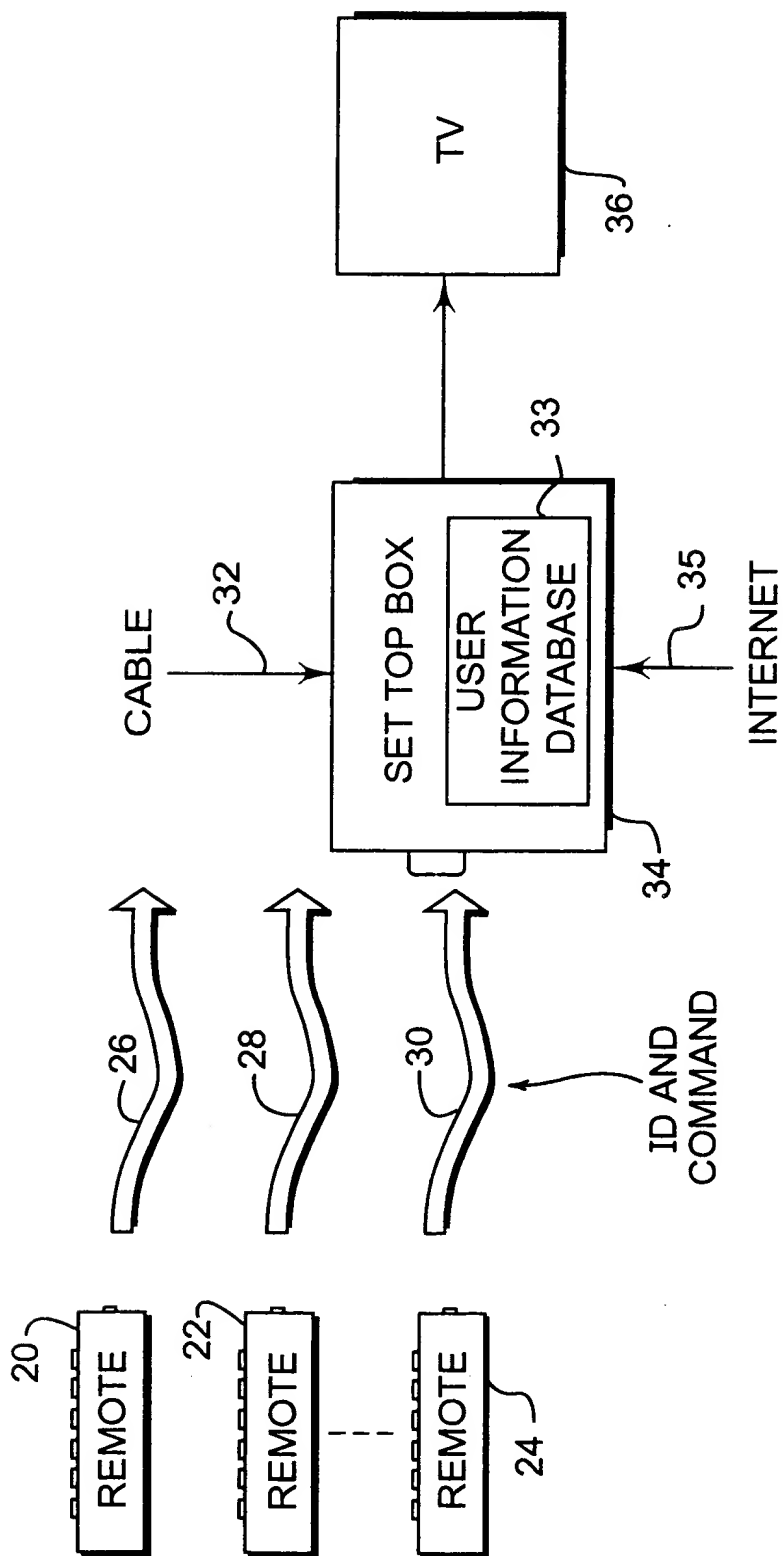


FIGURE 2

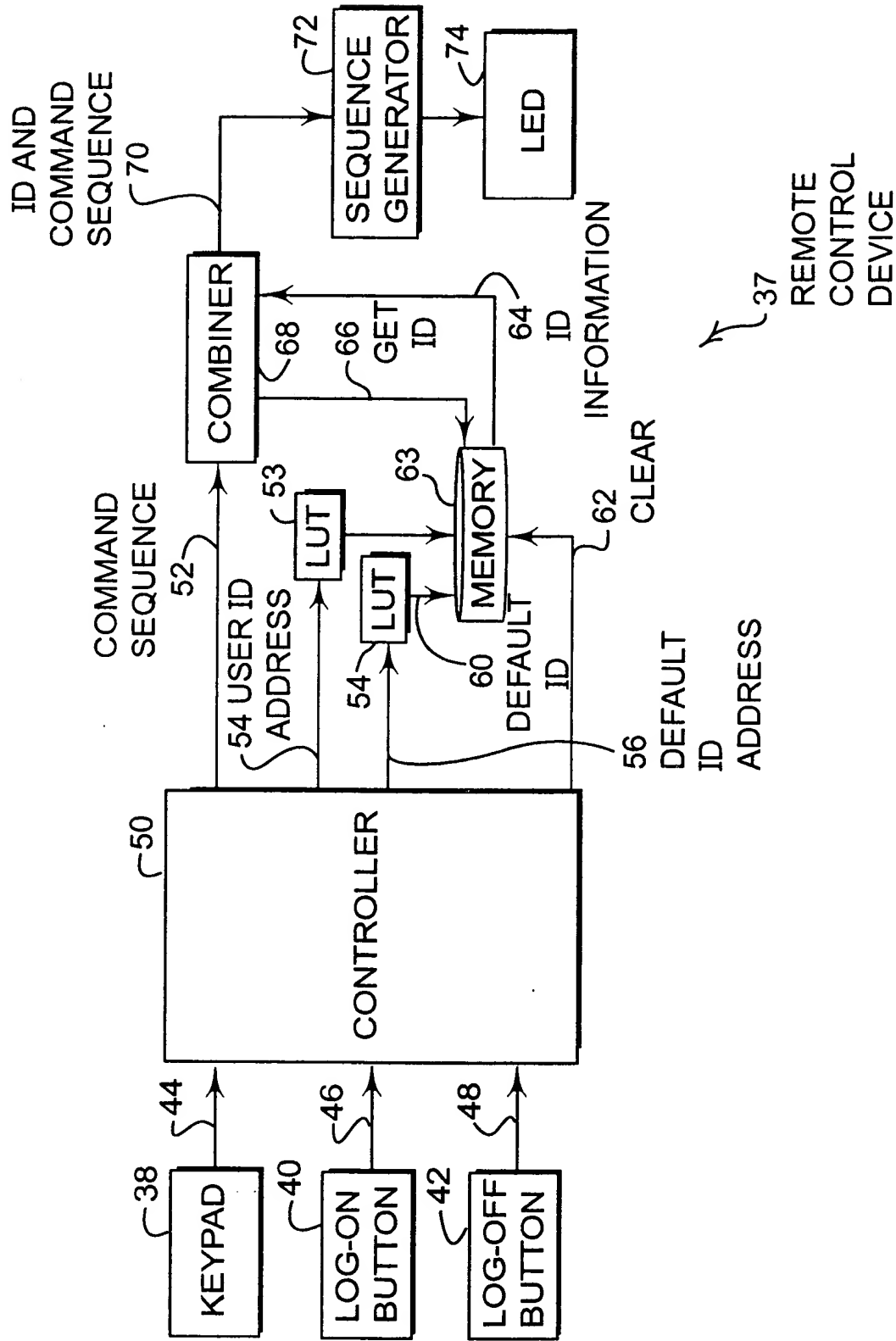


FIGURE 3

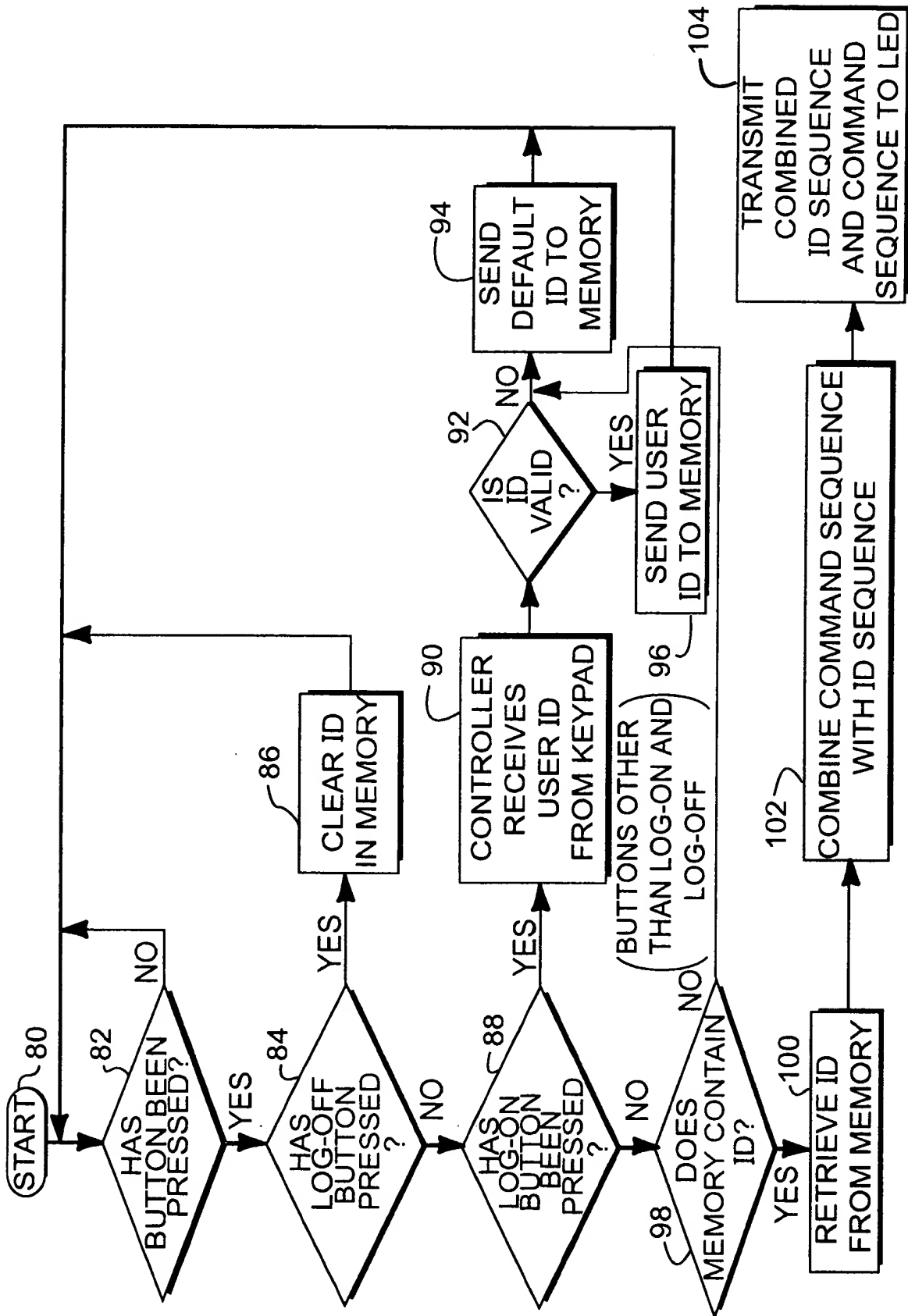
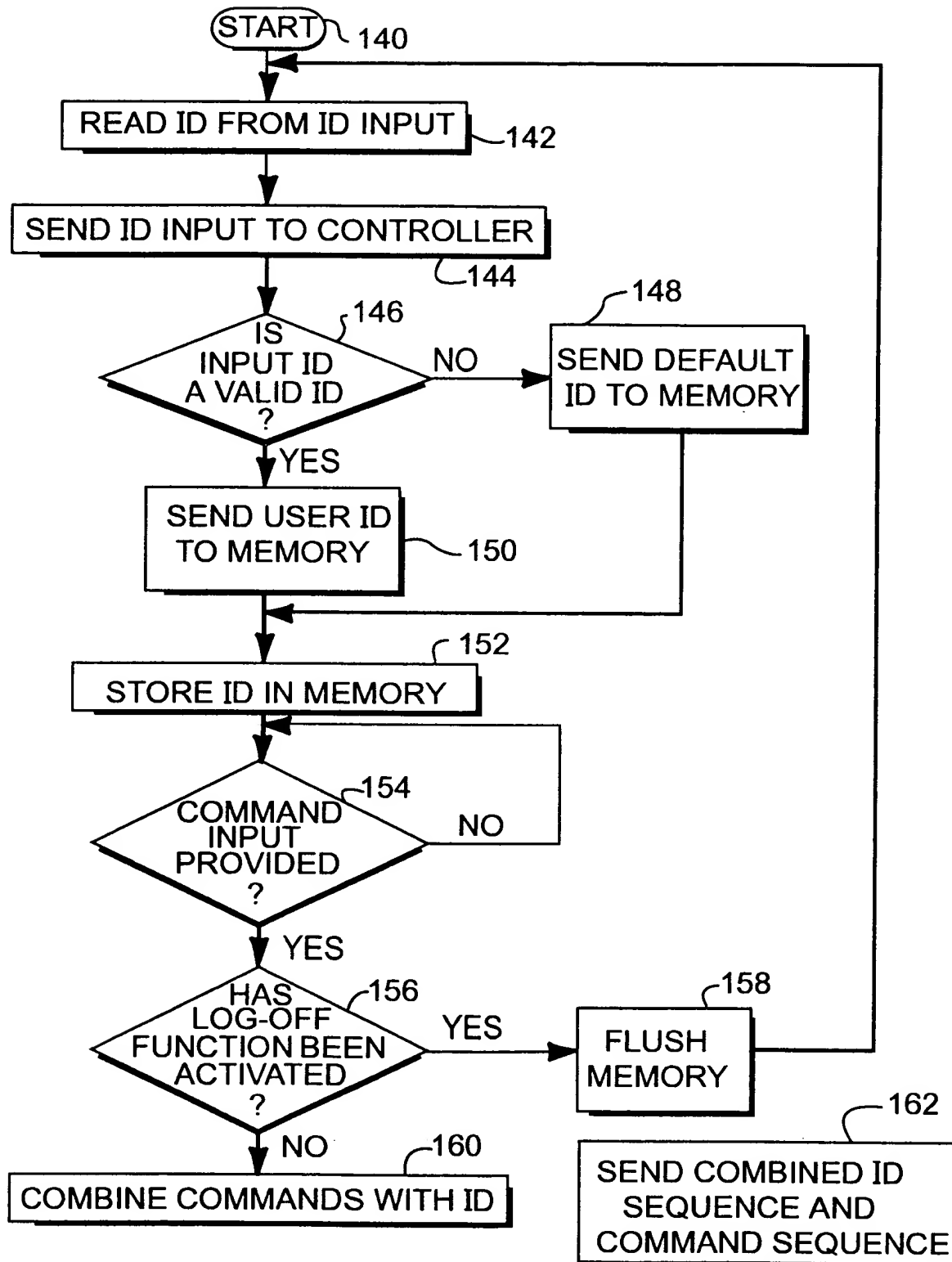


FIGURE 4



**FIGURE 6**

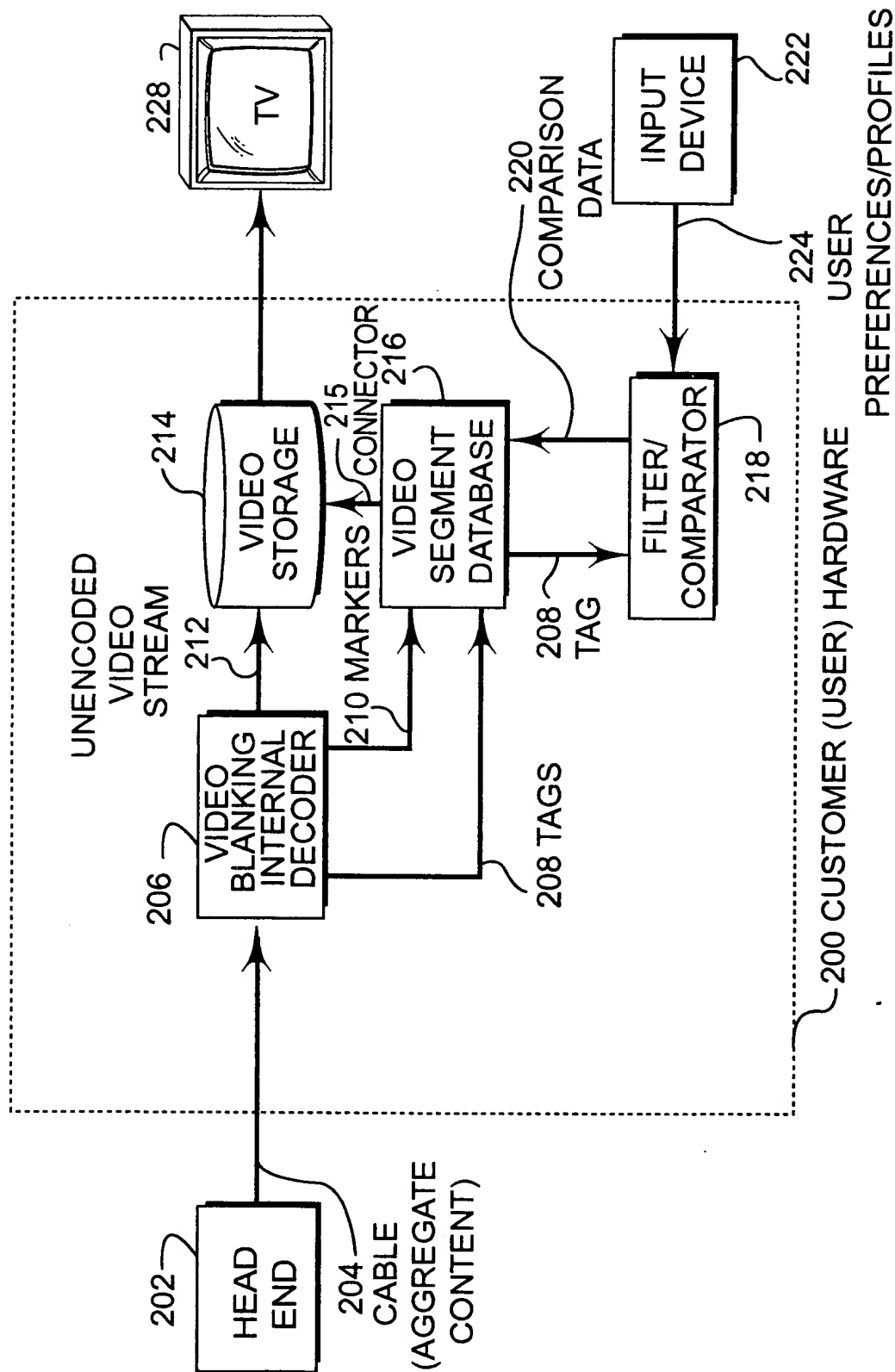


FIGURE 7

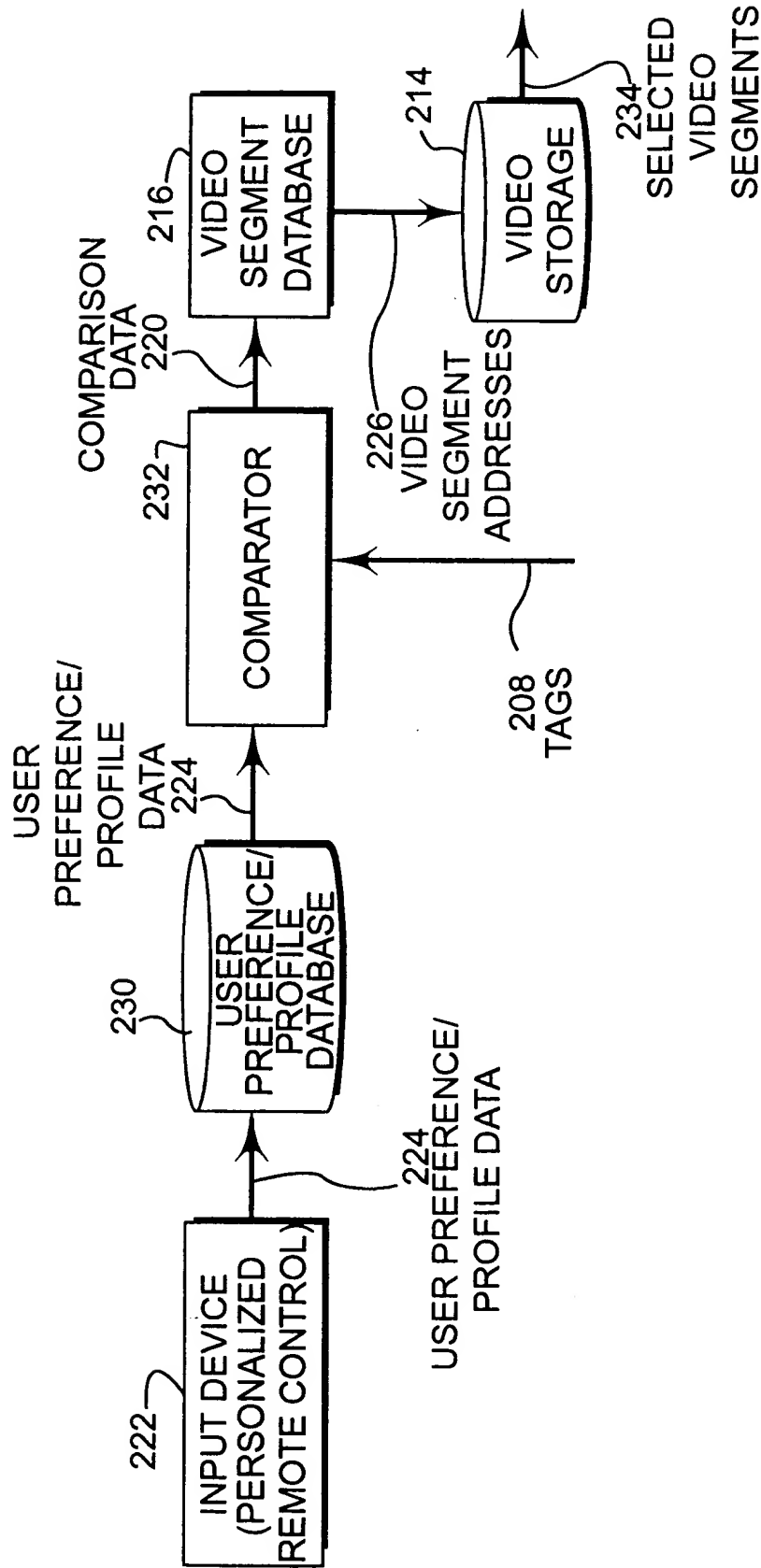


FIGURE 8



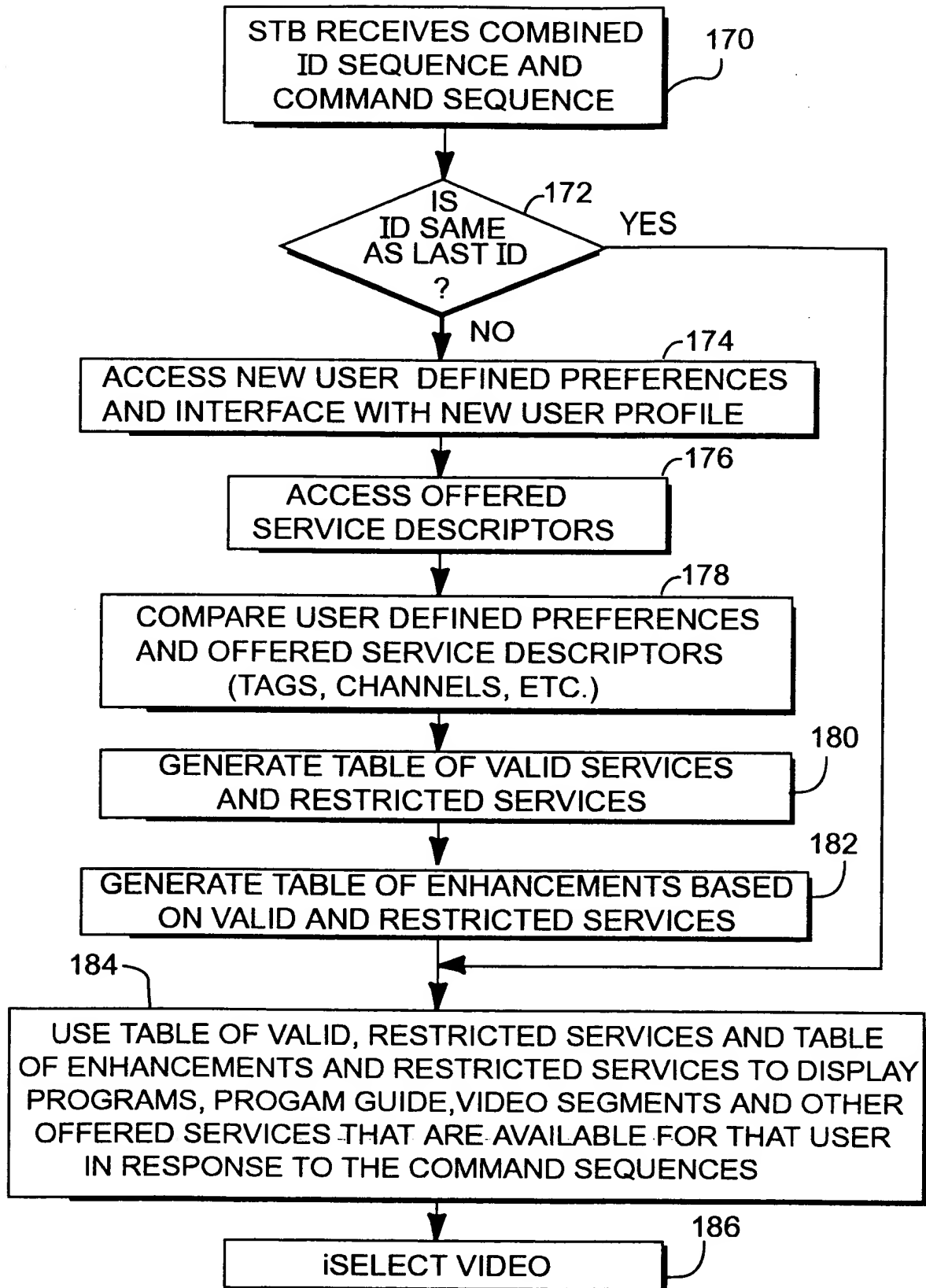


FIGURE 9

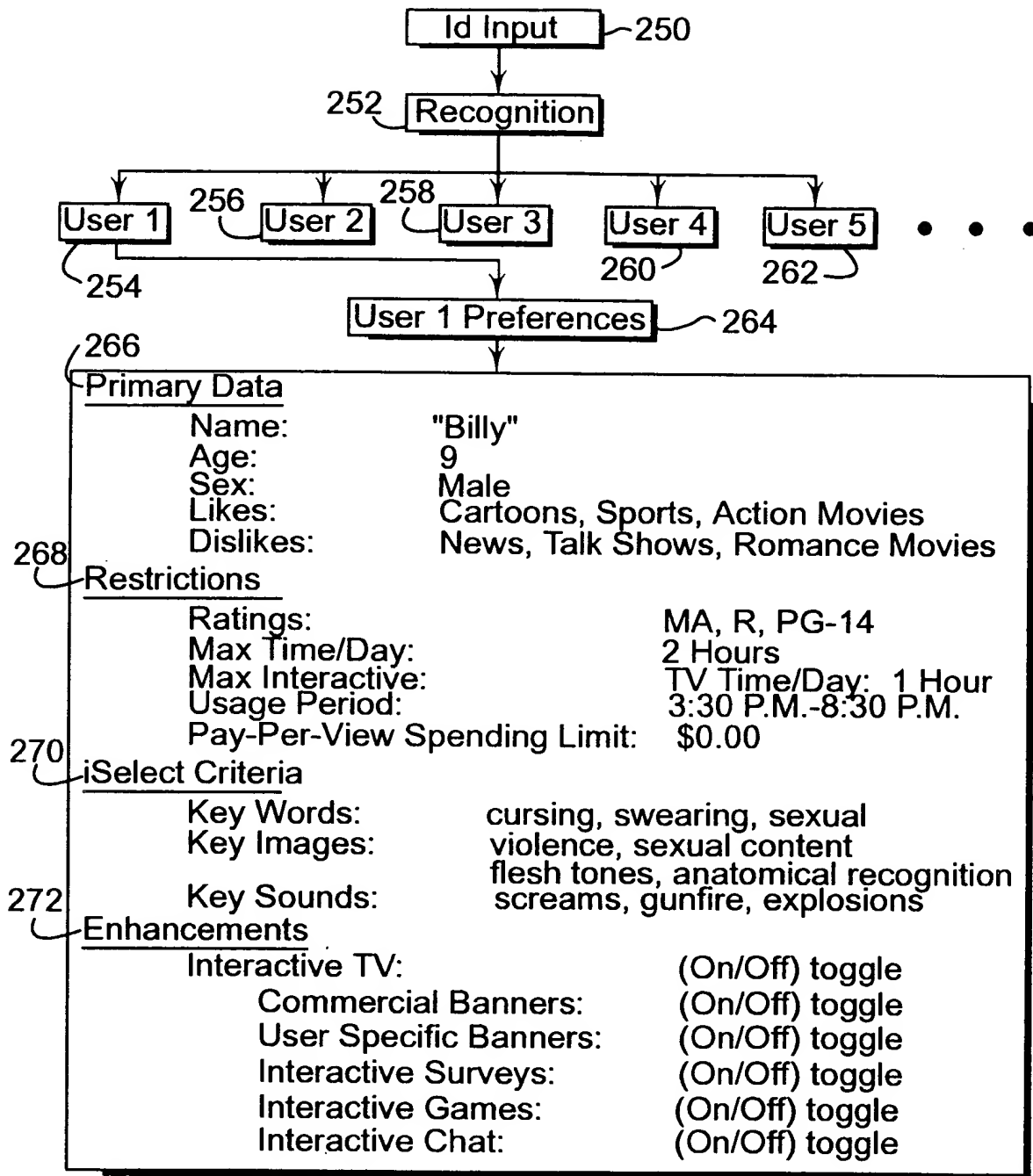


FIGURE 11

FIGURE 10

FIGURE 10

User 1 Profile

274

276 Content Data

Primary Content/%:	Cartoons	60%
Secondary Content/%:	Sports	30%
Tertiary Content/%:	Action Movies	10%

278

Viewing DataHours Of Viewing  
averaged):3:45 P.M.-5:58 P.M.,  
7:04 P.M.-8:27 P.M.Channels Viewed  
(by prevalence):Cartoon Network, Disney  
Channel, Nickelodeon, CBS...Programs Viewed  
(by prevalence):Acme Hour, Dragon Z. Ball,  
Scooby-Do, Soccer, Tom & Jerry...

280

Usage Data

Daily Use Patterns:

Monday:	(Data Content)
Tuesday:	(Data Content)
Wednesday:	(Data Content)
Thursday:	(Data Content)
Friday:	(Data Content)
Saturday:	(Data Content)
Sunday:	(Data Content)

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Response Data

Interactive Response Data

Banners Responded To/Time:	(Data Content)/(Time Info)
Surveys Responded To/Time:	(Data Content)/(Time Info)
Games Responded To/Time:	(Data Content)/(Time Info)
Chat Responded To/Time:	(Data Content)/(Time Info)

FIGURE 11